



Rocking Your Intuitive Sales Calls

A strategy session (also often called a Clarity Session) is a sales call when you speak with your client 1:1 via phone or Skype so that **you can make them an offer that would solve their problem** - whether it's private coaching, one of your programs or a retreat.

Strategy sessions are complimentary and usually are booked for 20-30 minutes (but often run over). If you are selling new folks into a higher end program (for example a \$5000 1:1 coaching package), it's often worth your time to talk for up to an hour.

Strategy Sessions are a sales call and NOT a coaching session.

Often as healers and coaches we don't like to see or feel people suffer or be in pain. We want to solve their problems right away. If we quell the pain, you are going to lose the sale. This is not being of true service.

True service is when you can give people long-lasting solutions that are truly integrated into their life. To do this, you need to be clear on the value and transformation you offer and have the time to work with a client. That means they need to say yes to working with you!

Selling then becomes an act of service. Please check in to see if you have any "sales is icky!" feelings and banish them forever.

Selling your coaching packages, programs or retreats means that you must be clear on:

- what problems you can solve,
- what are the benefits of working with you,
- how your programs are offered,
- how much they cost.

You must also be able to confidently communicate **the value of what you are offering and be able to overcome your potential client's objections or resistance** on why they might be reluctant to work with you.



You want to ask powerful questions and then LISTEN. Make sure you have a notepad to take notes during these calls to repeat their exact language back to them and also for reference when you start working together. You can also harvest the language for your promotional materials.

Use your candid internal dialogue to probe deeper. If someone just told you how badly they need to make a change in their life but don't have the time to, you can turn this into a question. "I'm confused. You just said that by not making a change this is costing you in your business and relationships and now you are saying it's not important enough to you to make the time. Can you explain that to me?" Then be quiet and listen.

During this call, you want to acknowledge that your client is up-leveling their life. **Ask them if you can be honest with them in your feedback to them.**

You would think that people are open to feedback, but sometimes people get on the phone with you to be justified in their playing small. You want to hold the space for them to grow and be successful.

Basically you are guiding them through a sales process of saying yes to themselves by asking them a version of these questions. Your job is to uncover:

1. What their urgent, pressing need is
2. What isn't working
3. What they want
4. What are they willing to do to get it
5. Why don't they have it or haven't done it yet
6. When are they ready to change it

If you aren't used to selling when you first start doing strategy sessions, it can be comforting to have an outline of what to cover during the conversation. I often had this script – plus the details of my program/program/price - up on my screen as I spoke to my potential client.

As you become more experienced, you can modify the script based on what works for you. You'll also want to consider editing it to include your avatar's pain points. Now that I am fully confident of what I am offering, I have a much more casual conversation because I have no doubt that what I offer works and I'm not desperate to make the sale.



Remember – **you are holding the space for your client to say yes to themselves and their best.** As important as the words are, most important is the energy you hold in the conversation. Your energy should be communicating “You are the hero of your life – you can do this.” You want to be mirroring back what they are saying and getting buy in so they feel like you “get them.” Ultimately, your prospect can’t just be interested, they **HAVE** to have what you are offering – so your passion and enthusiasm must reflect this.

You also must keep your energy high when your prospect’s fears come up. Don’t believe the reasons they say for why they can’t work with you. Typically there is a deeper underlying fear about making a change in their life and the faster you can see and identify this, the easier it is to overcome it. Don’t forget to use your intuition and ask the tough questions.

Keep track of what objections come up in your conversations. The most common objections you hear are a reflection of your own doubts, fears and old stories that you’ll want to take a good look at in your own life. Also watch where your energy drops during the call – these are value clues as to where you might need to do some personal development.

Throughout this process, you are speaking to their objections and noticing patterns in what they share so you can see if they are truly a good fit for you. **Make the invitation ONLY if they are a fit for what you have to offer.**

If a client does not say yes by the end of your call, make sure you schedule a follow-up appointment about 1 week later so you have another chance to overcome their objections.

And if a client really does not seem like a good fit for you, there is nothing wrong with referring them to an online resource or other coach.

The goal here is to attract your very favorite paying clients to work with you!



PRE-CALL

Pre-Session Questionnaire

You'll want to have your potential client **fill out a brief questionnaire** when then schedule a strategy session with you so you know why they want to talk with you. Make sure you send videos/testimonials/case studies to your potential client BEFORE your session to put them in a buyer's frame of mind. A short video of you qualifying them and sharing your story/why you are so passionate about what you do is very powerful.

Here are some sample questions that I use:

- What caused you to book this session?
- What can you use some clarity around?
- What is your heart's desire or biggest goal for your life or business?
- What's holding you back?
- What do you fear you REALLY need to look at? (Eek!)
- On a scale of 1-10 (10 = now/today, 1 = not at all urgent), how urgently do you need to solve your problem?
- What is your income range? (*give ranges*)
- Is your spouse/partner supportive of your business and business decisions?
- Is there anyone who works with you that you would need to consult with first to make an investment in your business?
- Is there anything you would like me to know?
- Would you like to have our session via phone or Skype? I will initiate the call. If via Skype, what is your Skype user name? Please accept my Skype friend request before the time of the call.

Get Ready to Sell!

Before your call:

- Take a few minutes to center yourself and have strong, positive energy
- Use essential oils, crystals, or other mood boosters
- Review your prospect's pre-session questionnaire
- Have your notebook and pen ready to take notes. You can also record the call (for your purposes only).
- Have your script and program/offerings/prices up on your screen.



INTUITIVE SALES SCRIPT TEMPLATE

Ask some version of these questions and/or modify for your pain points.
Examples of questions for each part of the call are listed below each step.

1. IDENTIFY THE PROBLEM

You must get to the root of their urgent, pressing need.

What prompted you to get on the phone with me?

Why me? Why now?

I looked over your questionnaire and see that [briefly paraphrase what they wrote was their issue.] What's not working in [your life, career, finances, etc.]?

2. OVERVIEW

Give your potential client an overview of how the call is going to flow. This establishes that you are in control of the call and can confidently take them through this process.

Great – you're in the right place because I've had a lot of success teaching people how to _____. Let me find out more about you (and your business) and if it's a right fit, I'll give you more details on how we can work together. Are you open to that?

[If they aren't, then don't waste your time with the call.]

3. GO DEEPER.

Tap into their hopes, dreams & heart's desire. Most people make their buying decisions based on their heart and then justify it with their head. You want to understand how they want to FEEL at the end of working with you. Why do they want to work with you?

So tell me a little more about what you do and why this is important to you?

What's your heart's desire/goal?



What would you do if you could solve the problem? What would it mean to you?

Where do you want to be?

What's stopping them from achieving their heart's desire?

I'm sensing some hesitation, why do you really want ___?

What's holding you back? What don't know you know how to do?

What is keeping you from getting what you want?

What is not solving this problem costing you in your business or life?

Where else in your life do you see this problem showing up?

How long has this issue been showing up? How long do you plan to put this dream on hold?

Determine if they are interested and willing to change.

If you still felt this way [refer to above] in a year, how would you feel? If you knew how to

do _____, would you do it?

Get buy-in.

If we worked together, do you think you'd be successful in _____? How come?

STOP TALKING and LISTEN - let them sell themselves.

4. GOOD FIT?

Internally decide if this client is a good fit for you and what program/product you want to offer them.



5. MOVE INTO THE SALE

Great! Let's start solving this problem for you today. We've peeled back one layer but I would love to set up some extended coaching time so we can work on ____ (repeat the words they used within the context of your program/offerings.) How does this sound to you?

Explain what's included in your offer/how you work.

Briefly explain what you do and how you work.

Well, (those issues you just mentioned) are exactly what I help clients with in about my _____ program. We work 1:1 together for x months and I help you _____. We also will _____ (share other benefits/features of your program) so that you can _____ (bring up what they've previously said).

[Give them a list of what they get with your offer. Share additional benefits that address their concerns or urgent need.]

When you work with me, I give you everything you need to be successful and avoid mistakes. You work at own speed with my support.

So you'd get ___ and know how to get there. Why would you be a good client to work with?

STOP TALKING and LISTEN - let them sell themselves.

6. MAKE YOUR OFFER

If we got started this week, I can help you with _____ (their urgent need.) Can you do a session on (insert a date and time within next day or two)?

At this point, you client typically will ask what it costs.

Give a quick recap of what they get and how much they have to investment – the dollar amount. Then stop talking!

You'd get [recap] and your investment is \$xxxx. Since you are coming on board today, you will save \$_____.



Stop talking. There may be a long uncomfortable pause. Do not keep explaining or justifying your program. Let them respond.

***If they say yes, congratulate them.** Reassure them that they made a good choice and how excited you are for them. Whoot whoot!

*** If they have an OBJECTION** – see below. Take a deep breath and keep your energy up. Move them through their objection, then loop back to whether the program is a good fit.

If you do not resolve their objection on this call, book a follow-up time with them.

7. SECURE THEIR PAYMENT

I know you said you have (urgent need) and I have a few minutes right now to help you, so let's square away your payment and then we'll use a few minutes to address this.

Then **get their credit card information** and explain the next steps to them.

The Heaven Help Me! Question

Just got stumped on how to answer a question from your client? Maybe they ask, "What's your cancellation policy if I'm not satisfied? (and you don't have one)..."

Then you can use this question, ***"I'm curious, why do you ask?"***

It turns the question back to them and also reveals the deeper underlying reason why they are asking.



OVERCOMING OBJECTIONS

Top 5 Objections – When the Conversation Begins

Most of your potential clients will want to work with you, but will have internal blocks, doubts. This is normal! Most people have some resistance or fear about changing.

When objections come up, double check that you are establishing the value of your services BEFORE you mention your prices in your strategy calls since this is a common sales mistake.

When an objection arises, see this as a chance to coach them through their issue. This is showing them that you are a professional with skills who holds space for them to step up into their vision of themselves. Do not take this personally or give up on the sale! Keep your energy up.

Most commonly you'll hear some version of:

- **I can't afford it** or I don't have the money
- **I don't have time** or This isn't a good time
- **I have to talk to my spouse/relationship partner** or business partner
- **I need to think about it**
- **I tried x, y, z in the past and it didn't work**
- **My intuition/my inner voice or guidance is telling me no** or I am not "getting a YES" or I need to pray/meditate on it

The underlying reason – beyond what they say - is usually:

- They don't yet know, like or trust you.
- They don't believe your service will actually be able to help them.
- They are not committed enough to getting what they want or they don't fully know what they want.
- They don't believe in themselves enough.

Ask helpful questions to tease out the underlying issue. Give specific examples of people similar to them who have gotten the results they want. Outline the pathway between where they are now and where they told you they want to go.



GENERAL QUESTIONS FOR OBJECTIONS

On a scale from 1-10, how committed are you to dealing with this problem? (If they aren't at a 9 or 10, you probably need to dig deeper into their urgent need/why they want to change.

How much longer are you willing to deal with this problem?

Do you plan on waiting another ___ months or years?

What do you think are the benefits of you going through this program? What do you need to get out of this program to make it worth your time, energy and money?

Do you see how being in this program could solve some of the problems you have?

MONEY

You need to get clear on whether or not the issue is money or that they actually don't believe they can do this and THAT is why they don't want to spend the money – they truly feel like they will not succeed and so why waste the money.

Unless you make that determination you will NEVER make the sale if that is their true issue. Remind them of their big WHY/emotion.

What do you see as your benefits of you working with me?

What do you need to get out of this to make it worthwhile for you?

If you knew for sure that there was a way for you to accomplish everything you want desire would you invest in yourself?

If it weren't for the money, would this be something you'd want to do?

Can you afford not to do this?

Gee I'm a bit confused. You said that it was a 10 out of 10 for you to solve this problem, for you to achieve _____ (fill in the blank with specifics) _____, and now you're saying that you can't afford to move forward. This just seems somewhat incongruent. Given how important this is to you, I don't see how you can afford not to make this happen --



especially since I have such an affordable payment plan. So your not stepping forward seems inconsistent with what you've said is crucial to you, and I'm just really confused."

I hear that money is an issue for you and really appreciate your honesty. My goal is to help you figure out what's best for you. So let's set the program aside for the moment and see if I can help you with this if that's okay?

Great – so I'm still sensing some other hesitation, what else is going on?

Bring them to a place of resourcefulness. Once they have brainstormed where they might get the money from (credit card, partner/family/spouse, cutting back on other expenses, sharing a way to quickly enroll more clients), then say,

Now that we've figured out a possible way to cover your investment, can we bring the program back on the table? From this place of resourcefulness, what is your intuition saying now?

Okay, I get that you want to work with me but money is a factor for you. Is it because you don't have ANY money at all, or is it that you don't have the money available for this, or do you in your heart of hearts believe this is not possible for you?

Would it be helpful if we both do some brainstorming on where you can find the money?

Ok – so the last time you had to come up with a large sum of money for an emergency, how did you do it?

Some possible ways to come up with money, if they get stuck on ideas:

- PayPal Credit, Paypal Working Capital, Credit card, Savings
- Sell old items - Ebay, Craigslist
- Take overtime, Become an Uber Driver
- Cut down or postpone other expenses
- Who believes in you that could gift or loan you the money? How could you help them in return?

TIME

I have all the time you need to make this decision together. That's what I'm here for.



If you don't make a change now, where will you be in x months?

If you were in this place one year from now how would you feel?



NEED TO CONSULT WITH A PARTNER

If they've already told you that they have the power to make a decision themselves: *"I'm confused. Earlier you said that you had the power to make the decision yourself and that your partner is supportive of you and your business decisions. Can you clarify this for me? OR I'm sensing that there's some other hesitation, what else is going on?"*

What would it mean to your partner/spouse if you could _____? How would they view you if you could _____?

Who do you need to become to make your spouse trust you to make this decision?

What can we do to make sure that your husband (or whatever other decision maker) is a total yes to us working together?

When you talk to your spouse/partner about purchases, what do you say? How do you talk about this?

I understand that checking in with your partner is important – and if you are clear on why this is the right choice for you and how you will pay for it, then it will be a much easier conversation. Do you want to roleplay having this conversation with me now?

DIDN'T WORK IN THE PAST

If you had new tools to solve this problem, would it be fair to base your decision based on what transpired in the past?

In the past you used ___ to solve ___ and you said that didn't work. What if you used (your approach) this time around? Would that make a difference?

NEED TO PRAY/MEDITATE/GET YES FROM INTUITION

That's what I'm here for – to help you sort this out. I'm sensing that there's some other hesitation, what else is going on?

How do you know when you've gotten an answer from prayer/intuition/meditation?



Finally... what if someone asks you “What do you charge?” before you’ve had a chance to go through the Sales Call.

I'd be happy to tell you the investment for my services, but I have a variety of different programs and options at varying investment levels. It truly depends on where you're at and specifically what you're needing for me to propose what I think would best serve you. So, if you're willing, I'd like to ask you a few questions first, and then I'll be more than happy to share the details of the programs (packages) I feel would be the best fit for you. Does that sound fair?

Remember: Most people that take more time to think about it will think themselves out of the offer.

So the more you believe in them, the more you acknowledge them, the more you demonstrate your expertise.

The more you genuinely care that they will achieve the results and the dreams that they came to you for, the more they will trust you and want to work for you.

And the more you take a stand for them getting what they want, and choosing their vision over their fears... The more likely you are to get hired!



SALES SCRIPT QUICK TIP SHEET

Here's the quickie reference version.

1. IDENTIFY THE PROBLEM

What prompted you to get on the phone with me?

2. OVERVIEW

Great – you're in the right place because I've had a lot of success teaching people how to _____. Let me find out more about you (and your business) and if it's a right fit, I'll give you more details on how we can work together. Are you open to that?

[If they aren't, then don't waste your time with the call.]

3. GO DEEPER.

*I'm sensing some hesitation, why do you really want ____?
How long has this issue been showing up? How long do you plan to put this dream on hold?*

4. GOOD FIT?

Internally decide if this client is a good fit for you and what program/product you want to offer them.

5. MOVE INTO THE SALE

Let's start solving this problem for you today. We've peeled back one layer but I would love to set up some extended coaching time so we can work on _____. (repeat the words they used within the context of your program/offering.) How does this sound to you?

Well, (those issues you just mentioned) are exactly what I help clients with in about my _____ program. We work 1:1 together for x months and I help you _____. We also will _____ (share other benefits/features of your program) so that you can _____ (bring up what they've previously said).

6. MAKE YOUR OFFER

If we got started this week, I can help you with _____ (their urgent need.) Can you do a session on (insert a date and time within next day or two)?

[At this point, your client typically will ask what it costs.]



You'd get [recap] and your investment is \$xxxx. Since you are coming on board today, you will save \$_____.

Stop talking! Let them respond.

*** If they say yes, congratulate them.** Reassure them that they made a good choice and how excited you are for them. Whoot whoot!

***If they have an OBJECTION** (see Common Objections above).

On a scale from 1-10, how committed are you to dealing with this problem? (If they aren't at a 9 or 10, you probably need to dig deeper into their urgent need/why they want to change.

How much longer are you willing to deal with this problem?

Do you plan on waiting another ___ months or years?

What do you think are the benefits of you going through this program? What do you need to get out of this program to make it worth your time, energy and money?

Do you see how being in this program could solve some of the problems you have?

If you do not resolve their objection on this call, book a follow-up time with them.

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